

wherein said monomer A does not contain carboxylic acid or carboxylic anhydride groups and has a water solubility of more than 5 grams monomer per liter of water, and said substrate is a moist substrate.

11. (New) The process as claimed in Claim 10 wherein the substrate is a refrigerated substrate.

12. (New) The process of Claim 10, wherein said polymer comprises from 50-99.85 wt.% of at least one C₂-C₁₈ alkyl(meth)acrylate and from 0.05-10 wt.% of at least one ethylenically unsaturated compound, wherein said ethylenically unsaturated compound has a photoinitiator group.

13. (New) The process as claimed in Claim 11 wherein the ethylenically unsaturated compound is an acetophenone or a benzophenone.

14. (New) The process of Claim 10, wherein the polymer has a K value of from 30-80 measured in 1% strength by weight solution of the polymer in tetrahydrofuran at 21°C.

15. (New) The process of Claim 10, wherein the polymer has a glass transition temperature of from -60 to +10°C.

16. (New) The process of Claim 10, wherein the monomer A is selected from the group consisting of a hydroxyalkyl (meth)acrylate, methyl (meth)acrylate, (meth)acrylonitrile, (meth)acrylamide and mixtures thereof.

17. (New) The process as claimed in Claim 10 wherein the polymer is a melt.

18. (New) The process of Claim 10, wherein the carrier is first coated with the polymer to form a polymer coated carrier, then the polymer is cross linked by high-energy radiation, then the polymer coated carrier is bonded to a moist substrate.

19. (New) The process of Claim 18, wherein the carrier is a label, adhesive tape or sheet.

20. (New) The process of Claim 18 wherein the high-energy radiation is UV light.

21. (New) The process of Claim 18 wherein the substrate is a refrigerated substrate.

22. (New) A method of applying a carrier to a moist substrate, said method comprising

applying a free radically polymerized, UV cross-linkable polymer to said carrier,

removing a solvent or water, then

cross linking said polymer by high energy radiation, then

bonding the carrier, coated with a polymer to a moist substrate,

wherein said polymer is in a melted form, a solution or an aqueous dispersion,

said polymer is a free radically polymerized, UV cross-linkable addition polymer,

said polymer comprises at least 50 wt.% of at least one C₂-C₁₈ alkyl(meth)acrylate

and from 0.1-30 wt.% of a polymerized monomer A, and

wherein said monomer A does not contain carboxylic acid or carboxylic anhydride groups and has a water solubility of more than 5 grams monomer per liter of water.

23. (New) The method of Claim 22 wherein the substrate is a refrigerated substrate.

24. (New) The method of Claim 22 wherein the carrier is a label, adhesive tape or sheet.